



WCPO

ORDER

Print Date 08/02/12 Page 1 of 3

Flight Dates 08/28/12-09/03/12

wcpo.com
kypost.com

Contract / Revision 306806 /

Original Date / Revision
08/02/12 08/02/12

Advertiser Americans for Prosperity

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204Product
Americans for Prosperity

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1169

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	36	\$27,795.00	\$32,700.00	0.00	08/27/12	09/03/12	36	\$27,795.00	\$32,700.00
Totals	36	\$27,795.00	\$32,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	08/28/12	08/31/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	-1-11--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-1-11--					3	\$400.00		0.00			
N 2	WCPO	08/28/12	08/31/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	-1-11--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-1-11--					3	\$800.00		0.00			
N 3	WCPO	08/28/12	08/30/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	-1-1---	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WCPO

Print Date: 08/02/12

Page 2 of 3

wcpo.com
kypost.com

Contract / Revision 306806 Flight Dates 08/28/12-09/03/12

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:20:00

Advertiser Americans for Prosperity Product Americans for Prosperity Estimate # 1169

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WCPO	08/28/12	08/30/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	-1-1---	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-1-1---					2	\$350.00		0.00			
N 4	WCPO	08/28/12	08/30/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	-1-1---	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-1-1---					2	\$850.00		0.00			
N 5	WCPO	08/29/12	08/30/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	--11---	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--11---					2	\$1,600.00		0.00			
N 6	WCPO	08/28/12	08/29/12	M-F 1135p-1202a Nightlin M-F 1135p-1202a Nightlin	CM	1135p-1202a	-11----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-11----					2	\$400.00		0.00			
N 7	WCPO	08/28/12	09/01/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	-1-1-1-	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-1-1-1-					3	\$900.00		0.00			
N 8	WCPO	08/31/12	08/31/12	Friday Prime A Shark Tank	CM	8-9p	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--					1	\$1,400.00		0.00			
N 9	WCPO	09/02/12	09/02/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S					1	\$450.00		0.00			
N 10	WCPO	09/02/12	09/02/12	Sunday Prime A AFHV	CM	7-8p	-----S	:30	1	\$1,400.00	P-8	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S					1	\$1,400.00		0.00			
N 11	WCPO	09/02/12	09/02/12	ABC Sunday Prime Exteme Makeover	CM	7-11p (9:00 PM-11:00 PM)	-----S	:30	1	\$1,700.00	P-8	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S					1	\$1,700.00		0.00			
N 12	WCPO	09/03/12	09/03/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	M-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					2	\$400.00		0.00			
N 13	WCPO	09/03/12	09/03/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	M-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					2	\$800.00		0.00			
N 14	WCPO	09/03/12	09/03/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					1	\$350.00		0.00			
N 15	WCPO	09/03/12	09/03/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	M-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					2	\$850.00		0.00			



Page 3 of 3

Hiatus Dates

Order Sep 00:20:00

Estimate # 1169

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N 15	WCPO	09/03/12	09/03/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	M-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		2				\$850.00		0.00			
N 16	WCPO	09/03/12	09/03/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	M-----	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		2				\$1,600.00		0.00			
N 17	WCPO	09/03/12	09/03/12	M-F 1135p-1202a Nightlin M-F 1135p-1202a Nightlin	CM	1135p-1202a	M-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		2				\$400.00		0.00			
N 18	WCPO	09/03/12	09/03/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	M-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		2				\$900.00		0.00			
N 19	WCPO	09/03/12	09/03/12	8-10pm Bachelor/Bachelor Pad Bachelor Pad	CM	8-10p	M-----	:30	1	\$3,200.00	P-3	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1				\$3,200.00		0.00			
N 20	WCPO	08/28/12	08/28/12	M-F 730-8p Jeopardy MG for NA 2x 9/1 Sat 8-11p College Football	CM	M-F 730-8p	-T-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-----		1				\$1,600.00		0.00			
Totals														36	\$32,700.00